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Big Little Feelings*

**UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF CALIFORNIA**

JENNIFER CARRUTH, individually and on
behalf of all others similarly situated,

Plaintiff,

v.

KD CREATIVES, INC. D/B/A BIG LITTLE
FEELINGS,

Defendant.

Case No. 2:24-cv-02484

**DECLARATION OF LISA CARLL IN
SUPPORT OF DEFENDANT'S MOTION
TO COMPEL ARBITRATION**

Filed Concurrently With:

(1) Notice Of Motion And Motion To
Compel Arbitration; Memorandum Of
Points And Authorities In Support
Thereof

Date: February 3, 2025

Time: 1:30 p.m.

Courtroom: 4

Judge: Judge Dale A. Drozd

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DECLARATION OF LISA CARLL

I, Lisa Carll, declare as follows:

1. I am over the age of 18 and if called as a witness would testify as to the matters set forth in this Declaration.

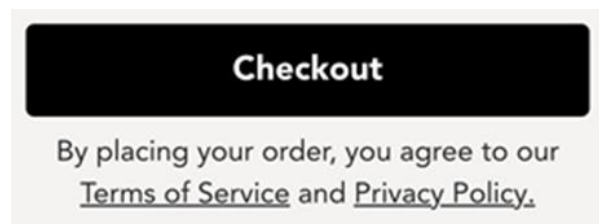
2. I have been employed with KD Creatives, Inc. d/b/a Big Little Feelings (“BLF”) since January 2022 and currently serve as its Director of Business Operations. I am familiar with BLF’s corporate record system and have personal knowledge of BLF’s business. I have access to and have reviewed business records reflecting certain information in this Declaration. The records on which my knowledge is based are kept in the ordinary course of BLF’s regularly conducted business activities.

3. BLF offers courses to parents and caretakers about how to thrive during the toddler and preschooler years. BLF sells its courses through its website, www.biglittlefeelings.com.

4. BLFs’ records reflect that on January 10, 2023, while logged into her Facebook account on a mobile device, Plaintiff Jennifer Carruth (“Plaintiff”) clicked on an advertisement for BLF’s courses.

5. After Plaintiff clicked on the Facebook advertisement, she was routed to BLF’s website, where she then purchased a bundle of courses from BLF.

6. When she made her purchase, Plaintiff was presented with the below at the point of sale:



7. In the above capture, “Terms of Service” and “Privacy Policy” are hyperlinked to BLF’s Terms of Service and Privacy Policy, respectively.

1 8. A true and correct copy of the Terms of Service that would have been in place when
2 Plaintiff made her purchase are attached as **Exhibit 1**.

3 9. After placing her order on January 10, 2023, BLF sent Plaintiff an email with a
4 receipt of her purchase. That email stated that Plaintiff would receive a separate email inviting her
5 to set up an account in order to start her course. Plaintiff was then sent two emails from BLF that
6 included the below content:

7
8 Hey there -

9 Thanks so much for purchasing Bundle by Big Little Feelings!

10 Life with your kid is about to get so.much.easier. And happier. And
11 peaceful-er. (That's a word, right?)

12 You can login to the course at the link below.

13 [Login](#)

14 By logging in, you agree to our [Terms of Service](#) and [Privacy Policy](#).

15 If you have any questions, drop us a message at hello@biglittlefeelings.com

16 All the best to you and your fam!

17 Deena and Kristin
18 Big Little Feelings

19 Hi, friend!

20 We've set up a new account for you on our site. Your username and
21 temporary password are below.

22 username: [REDACTED]
23 password: [REDACTED]

24 To login to the site, click the link below.

25 [Login](#)

26 By logging in, you agree to our [Terms of Service](#) and [Privacy Policy](#).

27 Kristin & Deena
28 Big Little Feelings

10. I'm not aware of any means by which users can set up an account other than by clicking on the "Login" links within the emails sent by BLF.